

Sharenting Pada Orang Tua di Indonesia: Kontribusi Motif Sharenting dan Trait Kepribadian Intellect = Sharenting among Indonesian Parents: The Contribution of Sharenting Motives and Intellect Personality Trait

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Abstrak

Sharenting merupakan perilaku orang tua dalam membagikan informasi (berupa foto, video dan kabar terkini) tentang anak-anak mereka di media sosial. Penelitian ini bertujuan untuk mengetahui kontribusi motif sharenting serta trait kepribadian intellect terhadap sharenting. Partisipan penelitian adalah 550 orang dengan rata-rata usia 32 tahun dan terdiri dari 33 laki-laki (ayah) serta 517 perempuan (ibu). Penjarangan partisipan dilakukan dengan metode convenience sampling dan pengumpulan data dilakukan secara daring. Alat ukur yang digunakan adalah SS (Skala Sharenting), ASMS (Adaptasi Skala Motif Sharenting) dan IPIP-BFM-25 (International Personality Item Pool–Big Five Factor Marker–25). Analisis data dilakukan dengan metode statistik deskriptif, uji beda Mann-Whitney, serta uji analisis regresi berganda. Hasil penelitian menunjukkan bahwa sebagian besar partisipan memiliki perilaku sharenting yang tergolong rendah. Terdapat perbedaan sharenting yang signifikan berdasarkan jenis kelamin, usia, dan tingkat pendidikan partisipan. Selain itu, hasil penelitian menemukan bahwa motif sharenting dan trait kepribadian intellect secara bersama-sama menjelaskan sebesar 32.3% varians sharenting. Apabila dilihat secara masing-masing, penelitian menemukan bahwa impression management, informative-archiving, dan economic motives serta trait kepribadian intellect secara signifikan berkontribusi terhadap sharenting. Tetapi, parental advice dan social motives tidak berkontribusi terhadap sharenting. Terdapat beberapa keterbatasan penelitian dan disarankan untuk diteliti lebih lanjut.

.....Sharenting is parents' behavior in sharing information about their children in the form of photos, videos, and the latest news on social media. This study aims to examine the contribution of sharenting motives and intellect personality trait on sharenting. Participants were 550 parents with an average age of 32 years old, consisted of 33 males (fathers) and 517 females (mothers). Participants were recruited by convenience sampling method and data were collected online. The instruments were SS (Skala Sharenting), ASMS (Adaptasi Skala Motif Sharenting), and IPIP-BFM-25 (International Personality Item Pool-Big Five Factor Marker-25). Data were analyzed using the descriptive statistic, Mann-Whitney difference test, as well as multiple regression. The results showed that most of the participants had low sharenting. There were significant differences in sharenting based on gender, age, and education. In addition, the results of the study found that the sharenting motives and the intellect personality trait together explained 32.3% of the sharenting variance. When viewed individually, the study found that impression management, informative-archiving and economic motives, as well as intellect personality trait significantly contributed to sharenting. While parental advice and social motives did not contribute to sharenting. There were some limitations that should be studied in the future.